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# Maine Developments, May 1962

Maine Department of Economic Development

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## 1/2 - ANNIVERSARY

Maybe you wondered why we used silver for the masthead of MAINE DEVELOPMENTS this time.

Well, for one thing, we're beginning to run short of colors and for another thing this is a semi-anniversary. Yep, you'd never believe it to look at us, but with this issue MAINE DEVELOPMENTS is six months old and already it circulates in England, France, Canada, all of the fifty states and West Gardiner, to a certain extent.

Thanks for the many, many kind congratulations. A few so-and-so's sent condolences. We'll take care of them later.

NOTE: Please do not leave any more cake or presents for us in the outer office. Not a single crumb has trickled through to the editor. Please submit your offerings to the man in the white coat outside the editor's cell. He'll know what to do with them. Thank youse, but kindly.

## DREAM COME TRUE

The realization of a lifelong dream began to take shape with breaking of ground in Auburn for what's said to be the first new mass production bakery of its kind in New England in thirty years. The 55,000 square foot building to be constructed for Dane-T-Bits Biscuit Co., Inc. will stand as a monument to the efficacy of cooperation between local and state development agencies seeking new industry for Maine.

DED Commissioner Allen, pictured nearby, was one of the speakers at the ceremonies, along with local and company officials. Mr. Arnold Leavitt, chairman of the Auburn Business Development Corp. and one of the speakers, stands by with a shovel. The shovel was not displayed in disparagement of the speeches. It was used to scoop gravel for the new building.

See DANE-T-BITS Page Two



## The Fairchild Case

NOVEMBER 27, 1961

Irving C. Davis, DED industrial representative to whom the case was assigned sent the following telegram to Kobrin: "Sorry holiday intervened, will air mail special delivery complete package this week."

(Later, Kobrin told Davis Maine was the only state of many contacted to acknowledge his letter by telegram. This, he said, created a favorable impression of the state at the outset.)

DECEMBER 1, 1961

Davis sent a standard "Industrial Kit" of general information about the State which is regular practice in such instances, plus a three-page letter answering specific questions regarding state law and a list of job applications in Maine Employment Security Commission files covering 14 cities and towns, from Presque Isle and Calais in the north to Biddeford and Sanford in the south. Included in the package were brochures describing the speculative industrial buildings in existence in Waterville and South Portland.

DECEMBER 8, 1961

Kobrin thanked Davis for the information and asked more questions. He said he would contact Eugene Martin, Manager, Greater Portland Area Development Council, regarding the South Portland Speculative building. Martin's name had been provided by Davis. Davis answered the questions.

JANUARY 5, 1962

Another letter from Kobrin, requesting information regarding property taxation in Maine and other things, with copy of a letter from Kobrin to Martin which contained 11 questions, largely having to do with the Portland area. Davis replied to two questions about State laws and conditions and sent an inventory of Maine wage scales by areas.

FEBRUARY 14, 1962

By telephone from California Kobrin revealed to Davis for the first time that the company he represented was Fairchild Camera and Instrument Corporation, with offices in Syosset, L. I., N. Y. and branch plants elsewhere, including California. He made an appointment to meet Davis and Martin at the Hotel Statler in Boston Sunday, February 25.

FEBRUARY 25, 1962

By state plane, paid for by DED at Commercial rates, Davis and Martin flew to Boston. Accompanying them were Bernal Allen, South Portland city manager and Halsey Davis, Area Development Council member. They conferred with these Fairchild officials at the Statler: Charles Sporck,

Run-Over to Page Two

The best news in Maine since the heralding of spring by the hyla crucifers peeping in the swales, which we covered in the April issue of *Maine Developments*, is the sale of the South Portland Speculative Industrial building and some 10 acres of land to the Fairchild Camera and Instrument Corporation of Long Island, N. Y.

The company expects to be producing semi conductors in South Portland by early autumn, with an eventual employment of 500 likely.

The transaction was consummated about 18 months after completion of the 48,000-square-foot speculative building sponsored by the Greater Portland Area Development Council. The highlights have been pretty well covered by a jubilant Maine press, with all of the happy details.

The option was signed five months after Fairchild's first contact with DED, almost to the day. It is reported that 16 other locations were under consideration during this period, most of them in other states.

Many local and state agencies and individuals had a hand in the team effort which resulted in the signature on the dotted line. They have been publicly congratulated by both Governor Reed and DED Commissioner Allen. Their accomplishment is a monument to perseverance and to cooperation, and an inspiration toward increased efforts by similar groups elsewhere which are laboring to develop the economies of their communities and the State.

The Fairchild acquisition, at the same time, provides the means to illustrate DED's function in cooperating with local groups in industrial development. Often we are asked to explain this function. Here, trimmed down to the essentials, is a case history of DED's participation in the Fairchild plant acquisition:

NOVEMBER 20, 1961

Commissioner Allen received a "blind" letter (not on company stationery) from D. M. Kobrin, Palo Alto, California, stating that he represented an unidentified company which was seeking a location for a new branch plant. The company would require "40,000 to 80,000 square feet of plant and office space in a single, existing, reasonably modern building." Projected employment was a "work force of 200-300, mainly female assemblers with good eyesight and excellent manual dexterity." Competent technicians and experienced machinists also would be required.

Mr. Kobrin asked general questions about Maine taxation practices, labor supply and available labor in several sections of the State.

He stated that he was contacting Commissioner Allen as a result of a DED advertisement in the industrial trade magazine *Plant Location*.



## FAIRCHILD . . . .

Julius Blank and Kobrin. The discussion concerned Portland in particular and the state in general.

The Fairchild officials expressed interest concerning the experiences of electronics firms already operating in Maine. Davis provided this detailed information by letter.

MARCH 19, 1962

A labor survey of the Portland area was conducted by MESC, directed by John Small, manager, Portland MESC office. Fairchild officials interviewed several job applicants. (The services of the Maine State Employment Security Commission in providing employment statistics and making labor surveys were invaluable throughout the entire negotiations — as they have been in many similar instances.)

MARCH 23, 1962

Davis provided information requested by Kobrin re graduate courses available at Maine colleges and the University of New Hampshire.

MARCH 30, 1962

Martin, at Fairchild offices in Syosset, was informed that the company would come to South Portland, and an option on the land and building in South Portland would be signed.

APRIL 9, 1962

By state plane to Syosset to plan publicity releases on the transaction: Charles G. H. Evans, DED director of Public Relations, Davis and Martin.

APRIL 16, 1962

By state plane to Syosset: DED staffers Clarence McKay and Milton Huntington, both of the Public Relations Division and Davis; with Martin, Clyde Bartlett, chairman, South Portland City Council and Fred Olsen, treasurer, ADC.

McKay and Huntington made pictures, tapes and film footage of option-signing for use by Maine press, radio and television. McKay stopped off in Boston, to have footage processed and sent to Maine television stations.

Meanwhile, the DED Public Relations staff in Augusta serviced Associated Press and United Press with statements by Governor Reed and Commissioner Allen and a staffer took taped interviews, a news release by Fairchild Semi Conductor Division from California and photographs of the option signing to Augusta and Portland newspapers and to Portland radio and television news editors.

APRIL 17, 1962

Announcement of the Fairchild acquisition was made by Robert B. Beith, president of the Greater Portland Chamber of Commerce Area Development Council, in a televised interview in Portland.

And that, lords and masters, is a most recent case history of how DED works with local organizations for the industrial development of the State of Maine and its communities.

Close to this spot is a picture of three men seated and three standing. It was taken by DED's Milt Huntington in the Fairchild offices in Syosset and depicts the signing of the option for purchase of the South Portland land and building.

The standing gentlemen are Eugene Martin, manager, Area Development Council; Irving C. Davis, industrial representative, DED and Clyde Bartlett, chairman, South Portland City Council. Seated are John Carter, Fairchild president; Fred Olsen, ADC treasurer, and Dr. Robert N. Noyce, general manager, Fairchild Semi Conductor Division.

## AGGREGATE

The possibility of a new type of industry for Maine — and for New England — was disclosed in a report by State Geologist Robert G. Doyle on the use of glacial marine clay as a source of lightweight aggregate. Its use would provide construction concrete one-third lighter and generally as strong as that made with sand or gravel, the conventional materials used in this region.

Lightweight aggregate has been produced from shales and from clay in some other regions but has not yet been produced in New England, Doyle said.

Proof that the Maine clay is suitable for commercial lightweight aggregate production resulted from research and tests by the Ceramic Research Department of Alfred University in New York State and the Technology Experiment Station at the University of Maine. A practically unlimited supply of clay exists along the Maine coast and inland.

The aggregate is produced by extruding the clay in pellets of uniform size and "bloating" or expanding them under heat as high as 2000 degrees. A plant capable of producing the material at the rate of 300 to 350 yards per day would cost between \$200,000 and \$400,000, Doyle said.

Use of lightweight aggregate results in a reduction in the quantity of steel required in building and bridge construction and speeds up concrete block handling by reducing the weight of the blocks. Doyle said his report will be made available to Maine architects, contractors, cement block and brick manufacturers and others in the industry.

## WATCH IT!

There's no danger of developing eye strain from looking at the bright side of things.

*Waterville Sentinel*

## DANE-T-BITS . . . .

Establishment of a plant like the one rising in Auburn has been the lifelong dream of Irving Rodman, president of the company, who brought the enterprise from an independent distributorship with a 15-man sales force to a company operating four branches throughout New England. Up to now the company has purchased its line of cookies and crackers from other bakers and distributed them from centers in Bristol, Connecticut and Lowell and South Attleboro, Massachusetts.

## THE CLOCK AROUND

By October, Dane-T-Bits will be headquartered in Auburn, producing all of its products from more than 20 million pounds of raw materials per year, with three shifts working the clock around. The plant will create new jobs for approximately 110 people with prospects of doubling the work force later.

In addition to steady job opportunities the new plant has brought new business to the area.

The brick and block masonry building, with production space about as long as two football fields, was engineered locally, and the bricks, blocks, and the like were produced by Auburn firms.

## COOPERATIVE EFFORT

Negotiations to bring Dane-T-Bits to Maine occupied many months and was characterized by Arnold Leavitt as a successful team effort on the part of many individuals and groups.

"We have had splendid cooperation," Leavitt said, "from the members of the Development Corporation, city officials including City Manager Woodbury Brackett, the DED, the Maine Industrial Building Authority which will insure the construction loan, and many others."

And this, as a general rule, is the story behind the story of most of the industrial development projects that bring new industries to Maine communities.

## JUSTIFIED MAYHEM

"Some 600,000 people were bitten by dogs in 1961 — and a lot of them asked for it."

*Kennebec Journal*



## HYDROSKI

(To translate from the Russian, accent the first syllable.)

The scarcely-a-year-old Thurston Erlandson Corporation at Sanford Airport has received a prime cost-plus research and development contract from the Bureau of Naval Weapons, Department of the Navy. Part of a continuing experimental program, this first project will involve the modification of a small amphibian for use as a hydroski test vehicle.

The firm's president, David B. Thurston, said that the contract was awarded on the first unsolicited military proposal submitted by TEC, which specializes in advanced engineering, development and manufacturing.

The management of TEC has considerable experience in the fields of aerodynamics, hydrodynamics, structural design, aircraft manufacture, missile development, and sub-contract design and production of sheet metal components and assemblies, to very close tolerances.

TEC is one of the modern, scientific types of companies which we are more than happy to see trending into Maine.

## Maine Products Show

### TITANIC TRUMPET

Scarcely a man now is alive who attended that historic hoe-down in Jericho when Brother Joshua blew his triumphant trumpet. And there are not many of us old buzzards left who can remember the mammoth moose-caller through which Mr. Paul Bunyan used to bray to summon his woods crews for vespers and cribbage in the wangan, either.

So it's probably pretty safe to declare that the horn or trumpet in this picture is the mightiest horn or trumpet to be found anywhere in the world today except for its mate in Goonhillydowns and the one across the cold, grey English Channel in France.

We wish that we could say that this tremendous trumpet is going to be traipsed over the trail to BANGOR to dangle as a lure to attract visitors like moths to a lantern to DED'S STUPENDOUS MAINE PRODUCTS SHOW this coming AUGUST 15-17 come one come all admission is free. But we doubt whether the city fathers, who already have one Paul Bunyan memorabilia on their hands, would stand for it.

Oftentimes it seems as though outsiders love and appreciate Maine more than do we natives. Maybe it's because we're so used to a steady diet of salubrity that we don't relish its full flavor. We're in the same boat with people who work in a chocolates factory day in and day out. We're apt to be pickle munchers, on our own time.

Which brings to mind a true story, as follows:

It seems that once upon a time there was a fellow down there in New Jersey who grew to love Maine through bringing his wife here to go camping summers. His name was William H. Pfaffle, and it still is, and he ran a camera and photographic supplies shop and took a few pictures on the side, and he still does.

One day he said to Mrs. Pfaffle, "What do you say in what we scrape some moola out of the old sock and buy us a place in Maine where we can be proprietors of a real, Maine lakeside vacation resort?"

Whereupon Mrs. Pfaffle said, "O-o-o-o, let's!"

## Mr. Pfaffle's Film

### PROUD PROPRIETORS

And so it came to pass, and the Pfaffles have been the proud and happy proprietors of Echo Lodge on Echo Lake in Fayette for two years now, but that isn't the whole of the story.

For Mr. Pfaffle said to Mrs. Pfaffle one day after they'd owned the Lodge about a year, "What do you say in what we take some colored movies of the gorgeous scenery around and about us here, and show the film to clubs and such in New Jersey? I bet you couldn't keep people away from the Lodge with a baseball bat, once they see how beautiful Maine is."

Whereupon Mrs. Pfaffle said, "O-o-o-o, let's!"

And so it came to pass that Mr. Pfaffle spent most of his spare time for a solid year taking pictures of interesting and beautiful objects around and about central and coastal Maine. With Mrs. Pfaffle aiding, abetting and egging him on he shot bubbling, chuckling brooks and apple trees in their spring wedding gowns; summer greenery and blue waters and mountains; fall foliage in all of its dazzling color and sparkling, fresh winter scenes that showed how well the roads are plowed out in Maine so winter vacationers can go anywhere they want to, anytime; not like in New York or New Jersey or even in Boston where a few flakes of snow stall all traffic and condemn commuters to spend the night in the subway.

### A REEL MOUTH-WATERER

Well, sir, when he stuck it all together and had it printed, Mr. Pfaffle saw that he had one of the most beautiful pieces of "O-o-o-o!" and "A-a-a-a!" scenic footage that ever human eye has gazed upon. Technically, it was of professional quality, yet there was a depth of feeling in it seldom encountered in scenics produced for mere money. It would make an out-of-stater's mouth water for a Maine vacation and even a Mainer himself sit up and take notice. But this, too, is not the whole story. The best is yet to come.

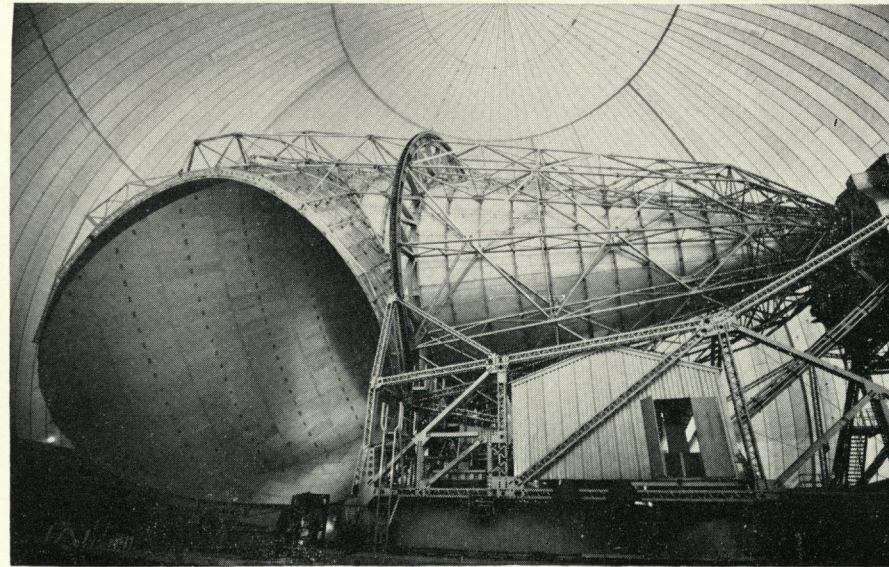
For Mr. Pfaffle brought his working print to Augusta to show it to the people in DED.

Now it so happened that the Legislature in its wisdom, as the saying goes, had provided a supplemental budget for promotion of the tourist trade and people in the DED Recreation Promotion Division were looking around for good, new film footage that could be shown all over the country to make people's mouths water for a vacation in Maine. The trouble was, commercial films of this sort cost anywhere from \$18,000 to \$30,000 apiece and that kind of money just wasn't in the till.

### FIRST IN SERIES

Well, to make a long story short, DED bought the right to reprint several copies of this gorgeous 25-minute film with sound from Mr. Pfaffle for a fraction of the price of a commercial job, and it will become the first in a series with which we are replenishing the DED film library for promotion of Maine's recreation industry.

We latched onto another mouth-waterer bargain, too, in the form of footage taken by the Department of Inland Fisheries and Game's well known photographer Ken Gray, which we're having copied for wide distribution where it will do the most good. It depicts good Maine fishing, in color and with sound, and covers every fresh water game fish to be found in Maine.





## S-H-H-H-!!!

Don't look now! As this is written, it's supposed to be a secret. But there are rumors that DED is about to receive another award from a national professional society.

## SHOES

Maine shoe factories shipped more than 47 million pairs in 1961, employing 21,100 shoe workers for wages totalling \$69,173,426, according to a New England Shoe and Leather Association bulletin.

U. S. imports of conventionally-made foreign shoes increased by more than 700 per cent during the eight year period ending in 1961, while exports dropped by about 25 per cent. Imports in 1961 were 36,783,815 pairs; exports 3,034,545 pairs. Imports were more than 12 times greater than exports, in numbers of pairs.

## TOWN MANAGERS

Maine has more town managers per capita than anybody, according to a Bowdoin College publication entitled "Managers In Maine," which observes:

"If you get one sack of potatoes, one stuffed moose head, one Indian guide and one down east Yankee and put them together, they'll elect a town manager."

"In numbers, manager government of municipalities in the State has been almost phenomenally successful," the publication indicates, "61 per cent of the population lives in 137 municipalities having the manager form of government, a figure that far outranks that of the rest of the nation."

The publication was written by James Wilson, director of Bowdoin's Bureau for Research in Municipal Government and Robert W. Crowe, research fellow. Bowdoin's Professor of Government for more than 40 years, Orren C. Hormel, was a pioneer in the council-manager government program and travelled far and wide proselytizing it.

## PLAN PRODUCTS SHOW

John Quigley, Bangor Auditorium manager dons his duster to discuss the layout of exhibits at the Maine Products Show with Clarence McKay, DED's director of exhibits. The "Showcase for Maine Industry," sponsored by DED, will occupy the Auditorium August 15-17 and will be visited by purchasing agents from throughout the East, Canada and Europe. Admission to the public is free, and at this price more than 50,000 persons will attend, it is predicted.



## FISH STORY

With people complaining that grocery bills are rising it's gratifying to learn from Fish and Game Commissioner Roland H. Cobb's April Newsletter that his Hatchery Division has learned how to produce a pound of fish for about one-third less food than in 1957. Now it takes only 2.64 pounds of grub to produce one pound of fish.

"One thing is sure," Mr. Cobb comments, "the license buyer is getting more for his dollar each year from the Hatchery Division." Better feeding practices and more efficient units have brought this about.

The Hatchery Division produced 165,000 pounds of game fish last year. These included almost 1½ million brook trout, 91,000 brown trout, 558,000 landlocked salmon and 124,500 togue. The hatcheries raise fish to a larger size than formerly because they can take care of themselves better when released and because they provide a return to the angler sooner.

## GAMEY TASTE

One in every four men went fishing in 1960, and more than 11 million went hunting, the Bureau of the Census reports. Fisherwomen increased in numbers by 21 per cent from 1955 to 1960 and hunter-women more than doubled in numbers.

## CRULLER

You can't pitch horseshoes with a cruller.

## AT U. OF M.

Almost 83 per cent of the fulltime students enrolled at the University of Maine are Maine residents. Of the 4,739 enrollees, 3,909 are natives. In addition, about 1,000 adults are attending the University part time working for bachelor's and master's degrees.

## MAINE-FLAVORED COMO

If you happened to see the Perry Como Show in which Maine was featured a few nights ago you never would guess that this picture had anything to do with it. But it did.

It takes a lot of doing to put a Perry Como Show with a Maine flavor on the air. Technicians and people have to come up from New York City and be shown around and about the countryside by DED technicians and Maine people.

In this picture Miss Georgia Gould, assistant to the producer of the Como Show, is receiving instruction in Maine flavor from an expert. ENTERPRISE editor and author John Gould is showing her how to eat Maine lobster.



## GOOD INVESTMENT

Money spent on education isn't spent on a cultural luxury. It is an investment in future prosperity.

*Waterville Sentinel*

## GREAT NORTHERN DEDICATES RESEARCH CENTER

The Great Northern Paper Company has served notice that it means to continue its progressive attitude by dedicating this new three-story Engineering and Research Center at Millinocket. There wasn't even a town on that section of the Penobscot River, West Branch, when Great Northern cleared land to build a papermill there sixty-odd years ago.

Now the Great Northern Mills at Millinocket and East Millinocket are the biggest producers of newsprint in the United States. One machine, alone, can turn out a ribbon of paper as wide as a two-lane highway and 720 miles long, in just 24 hours.

Great Northern achieved leadership in this field by a program of continuous improvement and expansion, costing more than

\$100,000,000 in the past ten years. This year the company will invest an additional \$8,000,000 in improvements in the Millinockets, to include a new facility for coating paper.

Next year the company expects to begin production of kraft linerboard at a new mill under construction at Cedar Springs, Georgia, to be owned jointly by GNP and the Southern Land, Timber and Pulp Corporation of Georgia.

Later, according to present plans, newsprint will be produced at the Georgia mills to serve markets too far away to be reached economically for the mills in the Millinockets. The Maine operations will not be affected by the southern operations, company officials say.

